

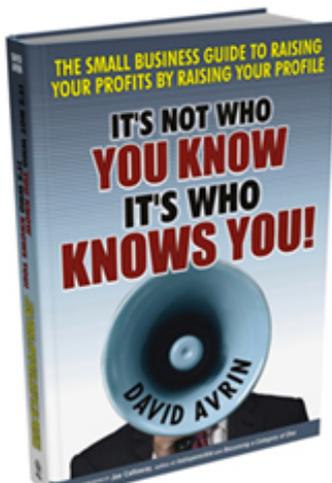
## In This Issue

1. Self-Reference Case Study
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## A Note From the Coach

"So Dave, how's the new book doing?" I hear almost daily from friends, colleagues and even strangers that are now fans.

Well, my faithful readers have suffered through so many updates during the process of writing my book: *It's Not Who You Know, It's Who Knows You!* – *The Small Business Guide to Raising Your Profits by Raising Your Profile*



(©2010 John Wiley & Sons), that I owe you a few updates since my launch last month.

The night before my book's official launch on December 1st, my wife looked at me and said: "So, how ya feeling? Pretty excited?"

"Actually, I'm scared out of my mind," I responded to her surprise. "I mean, I teach this stuff! What if my



book bombs and all the pieces of the launch I've strategically orchestrated, fail to deliver? Why would anyone listen to me if I can't even practice what I preach?"

Marketing and Branding  
Author and Speaker  
**David Avrin**

Well, December 1st came, and just as I meticulously planned, coerced, cajoled and orchestrated, the pieced began to fall into place. By 5:00 a.m. MST I was at my desk, by 8:00 blogs, Tweets and ezines from colleagues and friends on the east coast were released and by 9:00 a.m. my own communication efforts began to reach my minions through traditional and social media.

Long-story short, by the end of the morning, I had the #1 Small Business Marketing Book and the #2 Marketing/PR book on [Amazon.com](http://Amazon.com). Better yet, I held those rankings for the better part of a week! Sales are still strong, and the feedback has been humbling to say the least. But as always, my team at Wiley continues to remind me: "Book promotion is not a sprint – it's a marathon."

So, I am back on the road speaking to organization across the country and around the world, promoting the power of visibility. (18 planes this month alone! Yuck!)

In this month's article, I highlight where your efforts to have impact on your prospects may be having the opposite effect. Take two minutes and read it. I know, I know you're busy, but like I said, just take two minutes and read it anyway.

Let's all make a News Year's resolution to be more Visible in our businesses! (At least more visible than our competitors!)

David Avrin - The Visibility Coach

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## FEATURED ARTICLE: A Lack of Impact

Where do your marketing efforts have the most impact? Whether you have created a savory new buttery spread, or you show businesses how to "go green" with their long-distance calls, none of it amounts to a hill-of-beans if you can't first get your prospects' attention. Remember, your most formidable competitor is not your business rivals, it's anonymity. If they don't know who you are, they can't buy what you're selling.

A few years ago, I volunteered for a committee for a



national association I belong to. Our charge was to revamp our monthly magazine sent to association members – from top to bottom. One of the early discussions surrounded the renaming of the publication. Working hard to be collaborative and to gain consensus, the group members were asked to come up with their own list of suggested names for the association's flagship publication.



Being dispersed across the country, we got together for a scheduled conference call to discuss our suggestion for the name of the magazine. Most had e-mailed their lists to the other group members ahead of time and we went through them one by one. Then we got to a couple of group members who had apparently connected off-line. They had only one name to submit for consideration – Impact!

In fact, they had concluded that they had arrived at the only logical, yet phenomenally insightful name possible. Impact, they argued, was THE quintessential name. It was so perfect, so reflective and indicative of what we do, provide and impart, that there could be no other name. While the others on the call "ooooed and ahhhed", I put my phone on "speaker" freeing up my hands to work away on my computer. Googling (yes, that is now a verb) the name Impact as it pertained to publication titles, I found countless publications that shared the same moniker.

In fact, as I came upon magazine after magazine, I could just imagine all those other meetings or conference calls populated by individuals nearly pulling their arms out of their sockets as they patted themselves on their backs, believing that their personal epiphany was so perfect, so brilliant and obvious, that they can't believe that no one else has thought of it. Guess what? They have.

True creativity never exists in a vacuum. It must always be considered in-context. Sprinters don't race alone on the track. Restaurant menu items are never offered as single items surrounded by white space, and surgeons never make a long incision expecting to find a disease-ridden organ lying by itself in an open, cavernous chest cavity. OK, that was a bit graphic, but you get the point. Everything must be considered against everything else in its category.

In not so long ago yesteryear, we had to invest a great deal of time into researching pretty basic things. Whether it required a trip to the library, scanning the voluminous Encyclopedia Britannica, or actually searching through a phone book (remember those), research was a challenge. No longer. A few clicks on the keyboard and we can learn about everything from previous waste-water rulings in Cook County to who did what to whom and how many years they got in the slammer.

More specifically to those in business, we have the ability to quickly discover who says what about *their own* products or services, BEFORE we make the mistake of saying the same thing about ours. I'm not simply referring to trademarked names and taglines (though that is important), but also about the descriptors, differentiators and attributes of our marketplace offerings. If you say essentially the same things (and don't argue with me about what essentially means) as your competitors say about their business, then how are prospects supposed to know the difference.

As I remind readers often in my new book: The four most dangerous words in business are - "All things being equal." If prospects think that all players are essentially the same, they will make their purchasing decision on either price or proximity.

Don't go for the "low-hanging fruit." Don't let your hastily-chosen words torpedo your business by failing to highlight what truly makes you different, and not just competent. Do a side-by-side-by-side comparison of the copy you've written for your website, brochure and other marketing materials with others in your space and see who says what about themselves. Then say something different!

The epilogue: Faced with the reality of the unexpectedly common publication moniker, my well-intentioned colleagues in the group capitulated and the marketplace was saved from yet another "Impact!" magazine.

The Visibility Coach says: Don't just tell prospects why you're good at what you do, but also what makes you unique among the choices. Only then will your marketing efforts truly create "Impact."

*David Avrin is known internationally as The Visibility Coach. A best-selling author, marketing speaker and executive coach, David show professionals, business owners and entrepreneurs how to stand out and become top-of-mind with their top prospects. Visit him online at [www.visibilitycoach.com](http://www.visibilitycoach.com).*

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